

GREAT LAKES HYPERLOOP SYSTEM PUBLIC INVOLVEMENT

**External Affairs Committee
July 12, 2019**

ACTION REQUESTED

No action is requested. This item is for discussion purposes only.

PREVIOUS ACTION

No previous action.

BACKGROUND

Previous discussion highlighted a comprehensive outreach and engagement plan produced by our consultant. The plan has been used as a resource guide to help NOACA identify stakeholders and convey the principles of selecting types of groups for engagement.

BACKGROUND

The next step will be implementing the strategic planning process to ensure there is a framework for allowing input during the public involvement process. NOACA will update the committee on the type of approaches and engagement tools that will be used to create on-going communications to support a well-planned effort for public participation.

About the Public Involvement Framework

- Meetings are not the only form of public involvement – it's just a piece of it;
- The community needs a body of communication that's emotionally charged;
- Frame information so people want to collaborate;
- Educate the public behind the need not the want;
- Overall we want the community to be advocates for the project.





- **Credible means to achieve community buy-in;**
- **Transparency and high visibility of process;**
- **Be humble in our approaches;**
- **Let the community take credit for decision-making.**



It's About the People not the Plan



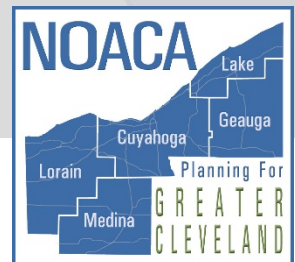
What's part of the GLH Public Involvement Process?

- Feasibility Study & Review
- Stakeholder Engagement Plan & Review
- Technical Advisory Committee Participation
- Stakeholders Advisory Committee Participation
- Feasibility Review TAC & SAC
- Final Review
- Publish Comments

Aug 30, 2019

Sept 15, 2019

Sept 30, 2019



Who are the TAC/Stakeholders?

Tier 1 and Tier 2

1. Public Agencies (states, MPOs, cities, transit authorities)
2. Government leaders, elected officials;
3. Chambers of Commerce, Freight/Carriers, Business Leaders
4. Economic Development Leaders (incubators, developers)
5. Media (News and business pubs, radio programs, trade pubs)
6. Educational Institutions (school districts, colleges, universities)
7. Business Travelers
8. Others: Tier 3 (Public at Large)

About the Public Involvement Framework

- **Public Input Process Begins**
- **October 2019**
- **Public participation communicates to audience how input affects decision;**
- **Framework is part of the International Association of Public Participation.**

IAP2 is an international association to promote and improve the practice of public participation in relation to individuals, governments, institutions, and other entities that affect public participation.

The IAP2 logo features the lowercase letters "iap" in blue, followed by a superscripted orange "2".The NOACA Lake Geauga logo consists of the acronym "NOACA" in bold blue capital letters above a stylized blue mountain range graphic, with the words "Lake Geauga" written in smaller blue text below the mountains.

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References



PUBLIC PARTICIPATION GOALS



PROMISE TO THE PUBLIC

• INFORM

Create on-going communications and action tools for input..

• INVOLVE

Ensure that their concerns and issues are directed reflected in the alternative analysis and how the feedback influenced decision.

• EMPOWER

Implement decisions.

• CONSULT

Listen and acknowledge concerns and provides feedback on how public input influenced the decision.

• COLLABORATE

Look at public for direct advice and innovation in formulating solution and incorporate advice and recommendations into the decision.

TOOLS OF ENGAGEMENT

it's about creating the tools so people take action



KEY CAMPAIGNS

Building short, mid- and long-term milestones for proactive engagements;



CREATIVE ASSETS

Surveys; deliberate polling; design charrette workshops; virtual reality demos; newsletters.



LOCATION NICHE MARKETING

Tell our story through their experience; FAQs; Fact Sheets; Influencers.



SOCIAL MEDIA MARKETING

Viral videos; share; reactions; followers; trusted resource



PUBLIC ENDORSEMENTS

Put the human face on our stories; Testimonies; digital or print; live feeds; postings



ANNOUNCEMENTS

Media actions; partner exclusives, frame and shape the messaging; press conferences at every milestone



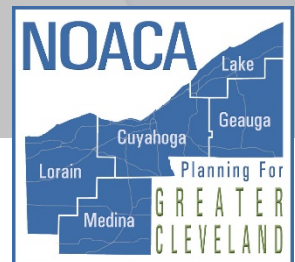
GOVERNMENTAL DIGEST

Add news briefs and related messaging from our elected officials; impacts to project; campaign



CAPACITY BUILDING NETWORKS

External Affairs Committee; Rural, Community and Business Councils.





How do we convey our message?



• HYPERLOOP IS •

A new mode of transport that will revolutionize travel
by connecting people and goods with unprecedented



A horizontal line with three large dark blue circles, each with a thick light blue border. The circles are connected by a thin black line. Between each circle is a small light blue circle. The word 'SPEED' is written in white capital letters inside the first circle. The word 'SAFETY' is written in white capital letters inside the second circle. The word 'EFFICIENCY' is written in white capital letters inside the third circle.

SPEED

SAFETY

EFFICIENCY

Great Lakes Hyperloop Transportation System



Our Team



Our Roles



Why Hyperloop?



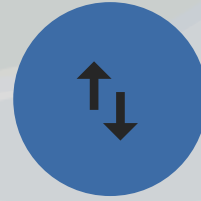
What does it look like?
ADA Compliant?



Benefits?



Alternative Analysis



Where does it go?



How many stops?



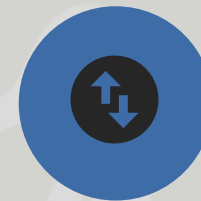
Great Lakes Hyperloop Transportation System



Impacts to You?
What you may see
In your area?



Social
Environmental



Rights of Way/
Easements



Environmental Justice



Economic Benefits



How much \$\$?



How is it funded?



Available?





Great Lakes Hyperloop Transportation System



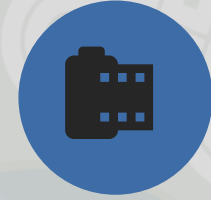
Comfort level



Passenger
Experience



How much you may
Pay for trip?



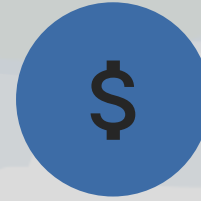
On-Board entertainment?



Food/Beverages



Restrooms?



How to purchase?



Wi-fi/Technology?

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How can I give
input on the
project?



Who's my local
representative?



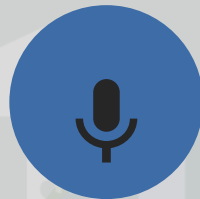
How can I advocate
for the GLHS?



Where can I get
information?



Communications
available?



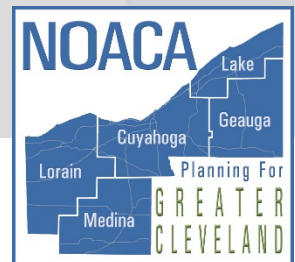
Speakers Bureau?



Website?



Social Media?



NEXT STEPS

- **Create tools of engagements prior to initial public meetings;**
- **Create a public information forum to collect and deposit comments & FAQs on the website;**
- **Map content to niche audiences to enhance capacity building and increase participation;**
- **Coordinate and schedule with organization meetings throughout the project corridor post TAC meetings.**

NEXT STEPS

DISCUSSION



NOACA will **STRENGTHEN** regional cohesion, **PRESERVE** existing infrastructure, and **BUILD** a sustainable multimodal transportation system to **SUPPORT** economic development and **ENHANCE** quality of life in Northeast Ohio.

